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THE FOREIGN SERVICE
OF THE
UNITED STATES OF AMERICA

U. S. INFORMATION SERVICE

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August 20

Dear Julie:

It's pouring rain, and that means a lot of work. People come into the Library to keep relatively dry, and invariably, while here, they think of something they want to see me about. It has bee chilly here too, though perhaps not as cold as Ooty.

I'm leaving Ban alore on September 5 for a two week speaking tour through Tamilnād. I will be in Trichy, Coimbatore, Salem, and other places. Perhaps we can get together for a chat while I'm at Coimbatore, which is near you. We could discuss the "Magazines for Friendship" thing then. But in case the opportunity does not present itself, here is a little background.

I have worked more or less closely with this project for the last ten years, both in Washington and afield. No doubt it is a well meaning, and in many ways worthwhile project, but the hard financial truth is that unless someone else pays the freight on thes magazines, even to Europe, it is not worth our while to get them. Freight costs to India would far exceed the value of the magazines. We have Newsstand return agreements with American News Company all over anyway, and get a lot of the stuff free, on the spot.

Also, as you pointed out, it is haphazard. The great need in India is for scientific journals, and picture magazines of high quality. But an individual copy of a scientific journal is of littl value. If the group would undertake to collect a years production of a good technical or scientific journal, which we could then present to a College, and add to it each year, we would have some thing worth while. Much of this material later appears in book form and the books are, as you know, too expensive for the average Indian student.

USIS has distributed a lot of these magazines, and given the proper conditions would be happy to distribute many more, but as things run now, it is difficult to get enthusiastic about the project. These are, in a word, damned expensive "free" magazines.

Indian magazines are available in the US, whether Mr C knows it or not. Not in great numbers, it is true, but I understand there is a steady news-stand market for the better things, like the "Illustrated Weekly". Indian learned publications are regularly supplied to US Book Exchange, from which they are distributed to Universities who want them, on an exchange basis. This has been going on for many years, and has (or used to have) a heavy Government subsidy.

On the Communication problem, I'm still thinking. More later.

T

(Tony Horne)